

Maryland Marketing Partnership Board of Directors

MEETING MINUTES

December 14, 2018

Board Members in attendance:

Secretary Mike Gill
Julie Garner
Laura Van Eperen
Sen. Cheryl Kagan
Ammanuel Moore
Capt. Eric Nielsen
Leonard Raley
Tom Sadowski
Marcus Stephens

Members Attending via Phone:

Keasha Haythe
Josh Martin
Paul Nolan
Angela Sweeney

Board Members absent:

Henry Fawell
David Rodich
Aaron Tomarchio
Del. Kris Valderrama

Staff members in attendance:

Allison Mayer
Sherri Diehl
Carolyn O'Keefe
Lutisha Williams

Guests in attendance:

Carolyn Hammock (Commerce)
James Palma (Commerce)
Debbie Norris (HZ)

MEETING COMMENCEMENT

The meeting began at 1:05 p.m. on the 5th Floor of MedImmune AstraZeneca – One MedImmune Way - Gaithersburg, MD.

I. Call to Order

The meeting was called to order by Chairman Mike Gill.

II. Approval of the Minutes and General Remarks

Mr. Stephens moved to approve the minutes of September 14, 2018 with Mr. Raley providing a second to approve the minutes as submitted without any discussion or changes.

After minutes were approved and second, Ms. Mayer directed the Board's attention to Secretary Mike Gill's general remarks presentation on the progress of the last four years. He presented two of Maryland's Open for Business videos and provided a positive – concrete narrative and statistics of the last 48-months that says Maryland is truly "*Open for Business.*"

III. Financial and Fundraising Updates

Mr. Raley shared financial highlights, mentioning that instead of reporting our financial report on a cumulative basis, it will now be report on a fiscal year (July 1 – June 30) basis in order to give a snapshot of more recent activity. On the revenue side to include FY19 \$1 million appropriation from the State of Maryland. In terms of partner contributions, collecting funds from our partners throughout the year, so the invoicing schedule coincide with the original date agreement was executed. As of July, 2018, \$165,000 has been collected from the marketing partners with \$434,000 still outstanding. Reflected on the report for the expenditures is a partial billing associated with the Fall 2018 advertising campaign of \$678,000 with an expectancy of \$216,000 to be billed. In the area of promotion, there is a \$25,000 expense related to sponsorship for the 2018 Military Bowl to be played on Monday, December 31, 2018 in Annapolis, MD. Sponsorship to include tickets, signage and the opportunity for video assets to be played throughout the game. Currently, there is approximately \$785,000 of expenses incurred this fiscal year – the plan for total expenses to hit around \$2 million with the fiscal year balance at \$3.3 million dollars.

On the fundraising side, per Ms. Mayer, she asked Ms. O'Keefe to give input on their meeting tour of partners. Ms. O'Keefe expressed that the tour is basically to meet with the partners to provide a review of the progress from the last year and to get referrals. New prospect list has been developed for 2019.

IV. Open for Business Campaign Update

Ms. Debbie Norris from HZ provide a 2018 campaign overview. In terms of breakdown, we are approximately 55% of the dollars out of state and 45% in-state to attract businesses. Mr. Stephens asked which out-of-state markets are we targeting. Ms. Norris mentioned Boston, New York, Philadelphia, San Francisco and Atlanta. The top market for exposure is Baltimore and D.C. During the RSA Conference in San Francisco (4/16-20/18), Maryland advertisement delivered ads to mobile devices, drove billboards around the area and web traffic saw 4,000 additional visitors. At Boston Bio Conference, subway ads and mobile trucks drove throughout Boston's premiere biotech and IT industry clusters for two weeks in September; digital ads were sent to executives' mobile devices throughout the month to compliment the trucks; visitors and time spent on the website dramatically increased (TOS – 181%).

V. Migration Study Results:

James Palma from Commerce provided a detail presentation on talent, retention and attraction nationwide and how Maryland fit in that equation. As it relate to migration, the study concluded that there a fewer people moving into Maryland who were born in Maryland, because people leave and come back.

VI. Governor's Business Summit 2019:

This event is TBD.

VII. Good of the Order:

The good of the order is the upcoming Navy game on Monday, December 31, 2018.

VIII. 2019 Meetings:

January (TBD – Call), February 15, May 10, August 16, and November 15. Ms. Mayer announced that Ms. Julie Garner will be resigning from the Board as of December 31st. A token of appreciation was given as a “thank you.”

IX. Adjournment:

The business meeting adjourned at 3:10 p.m. Board members and attendees were invited to take an optional tour of MedImmune.

X. Guided Tour

Prepared by: Lutisha Williams